

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Dwight Allen Merriman *et al.*      Art Unit : 3714  
Serial No. : 09/577,798      Examiner : Ronald Laneau  
Filed : May 24, 2000      Conf. No. : 4541  
Title : METHOD OF DELIVERY OF TARGETING, AND MEASURING  
ADVERTISING OVER NETWORKS

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

TERMINAL DISCLAIMER UNDER 37 C.F.R. §§ 3.73(b) AND 1.321(c)

Pursuant to 37 C.F.R. § 3.73(b), GOOGLE INC., a corporation, certifies that it is the assignee of the entire right, title, and interest in the present application (a 100% ownership interest) by virtue of:

- An assignment from the inventors of the present patent application. The assignment was recorded in the Patent and Trademark Office at Reel 021583, Frame 0232 on September 24, 2008, or a copy thereof is attached.
- A chain of title from the inventors of the present patent application to the current assignee as shown below:

1. From Dwight Allen Merriman and Kevin Joseph O'Connor to Doubleclick Inc. The document was recorded in the Patent and Trademark Office at Reel 021573, Frame 0988.

2. From Doubleclick Inc., Click Subco Corp. and Click Holding Corp. to Google Inc. The document was recorded in the Patent and Trademark Office at Reel 021583, Frame 0232.

To the best of undersigned's knowledge and belief, title is in the assignee identified above.

The undersigned is empowered to act on behalf of the assignee.

Pursuant to 37 C.F.R. § 1.321(c), and to obviate a double patenting rejection, the assignee identified above hereby disclaims, except as provided below, the terminal part of the statutory term of any patent granted on the instant application that would extend beyond the expiration date of the full statutory term of U.S. Patent No. 7,039,599 and the patent to issue from U.S.

Applicant : Dwight Allen Merriman *et al.*  
Serial No. : 09/577,798  
Filed : May 24, 2000  
Page : 2 of 2

Attorney's Docket No.: 16113-1341RE9  
/ GP-1700-03-US-RI

application serial no. 09/362,008. The assignee hereby agrees that any patent granted on the instant application shall be enforceable only for and during such period that it is commonly owned with U.S. Patent No. 7,039,599 and the patent to issue from U.S. application serial no. 09/362,008.

The assignee identified above does not disclaim any terminal part of any patent granted on the present application that would extend to the expiration date of the full statutory term of U.S. Patent No. 7,039,599 and the patent to issue from U.S. application serial no. 09/362,008 in the event that U.S. Patent No. 7,039,599 and the patent to issue from U.S. application serial no. 09/362,008 later expires for failure to pay a maintenance fee, is held unenforceable, is found invalid by a court of competent jurisdiction, is statutorily disclaimed in whole or terminally disclaimed under 37 C.F.R. § 1.321, has all claims cancelled by a reexamination certificate, is reissued, or is otherwise terminated prior to expiration of its full statutory term. The full statutory term of any patent includes any term adjustment as defined in 35 U.S.C. § 154 and § 173. Assignee herein does not disclaim or otherwise affect any part of U.S. Patent No. 7,039,599 and the patent to issue from U.S. application serial no. 09/362,008.

This disclaimer runs with any patent granted on the present application and is binding upon the grantee, its successors or assigns.

The fees in the amount of \$80 are being paid concurrently herewith under 37 C.F.R. § 1.20(d). In addition, please apply any other necessary charges or credits to deposit account 06-1050, referencing attorney docket 16113-1341RE9.

Respectfully submitted,

Date: March 12, 2012

/Tonya S. Drake/  
Tonya S. Drake

Fish & Richardson P.C.  
One Marina Park Drive  
Boston, Massachusetts 02210-1878  
Telephone: (617) 542-5070  
Facsimile: (877) 769-7945  
22762501.doc